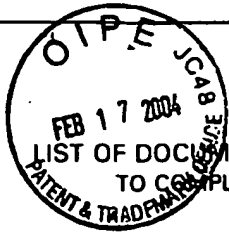


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Sheet 1 of 1

 <p>U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE</p>		ATTY. DOCKET NO. <b>DEM1P004</b>		SERIAL NO. <b>09/741,957</b>	
		APPLICANT <b>DELURGIO</b>			
		FILING DATE <b>12/20/00</b>		GROUP <b>3629</b>	
<b>U.S. PATENT DOCUMENTS</b>					
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS SUBCLASS FILING DATE IF APPROPRIATE
<i>QC</i>	AA	6,397,193	05/28/2002	Walker et al.	
<i>QC</i>	AB	6,341,268	01/22/2002	Walker et al.	
<i>QC</i>	AC	6,052,686	04/18/2000	Fernandez et al.	
<i>QC</i>	AD	5,933,813	08/03/1999	Teicher et al.	
<i>QC</i>	AE	5,790,643	08/04/1998	Gordon et al.	
<i>QC</i>	AF	5,765,143	06/09/1998	Sheldon et al.	
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>					
<i>QC</i>	CA	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", University of Pennsylvania, Working Paper 98-009, pp. 1-48, 1998.			
<i>QC</i>	CB	Rossi, Delorgio, & Kantor, "Making Sense of Scanner Data;" Harvard Business Review, Reprint F00205, 2000.			
<i>QC</i>	CC	"Pacifcorp IRP: Renewables Costs Must Drop 65% to be Competitive with Gas," dated December 8, 1995.			
<i>QC</i>	CD	Robert J. Dolan, "How Do You Know When the Price is Right?", Harvard Business Review, September-October 1995, P. 4-11			
EXAMINER		DATE CONSIDERED			
<i>E. Albert</i>		<i>6-23-05</i>			
<p><small>*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.</small></p>					

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	APPLICANT DELURGIO	
	FILING DATE 12/20/00	GROUP 3629

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EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
gc	AA	6,341,269	01/22/2002	Dulaney et al.			
gc	AB	5,377,095	12/27/1994	Maeda et al.			

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gc	BA	Alan L. Montgomery and Peter R. Rossi, "Estimating Price Elasticities with Theory-Based Priors," Journal of Marketing Research Vol. XXXVI, November 1999 (pp 413-423).
gc	BB	Boatwright, Peter et al., "Account-Level Modeling for Trade Promotion: An Application of a Constrained Parameter Hierarchical Model," Journal of the American Statistical Association, Vol. 94, No. 448, December 1999 (pp 1063-1073).
	BC	Alan L. Montgomery, "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data," Marketing Science, Vol. 16, No. 4, 1997 (pp 315-337).
	BD	Robert C. Blattberg and Edward I. George, "Shrinkage Estimation of Price and Promotional Elasticities: Seemingly Unrelated Equations," Journal of the American Statistical Association, Vol. 86, No. 414, June 1991 (pp 304-315)
	BE	Arnold Zellner, "On Assessing Prior Distribution sand Bayesian Regression Analysis With G-Prior Distributions," Elsevier Science Publishers, 1986 (pp 233-243)
	BF	D.V. Lindley and A.F.M. Smith, "Bayes Estimates for the Linear Model," University College, December 1971.
	BG	George C. Tiao and Arnold Zellner, "On the Bayesian Estimation of Multivariate Regression," University of Wisconsin, January 1964.
gc	BH	Arnold Zellner, "An Efficient Method of Estimating Seemingly Unrelated Regressions and Tests for Aggregation Bias," University of Wisconsin, June 1962.

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\*EXAMINER Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

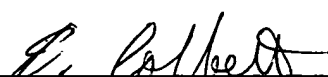
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	APPLICANT <b>DELURGIO</b>	
	FILING DATE <b>12/20/00</b>	GROUP <b>3629</b>

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
<i>gc</i>	AA	6,725,208	04/20/2004	Hartman et al.			

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	BA		A.F.M. Smith, "A General Bayesian Linear Model," University of Oxford, April 1972.

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		DOCUMENT	DATE	NAME	CLASS	SUBCLASS	TRANSLATION
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

CA	"PCT International Search Report" Application Number PCT/US02/36710, mailed July
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EXAMINER <i>E. Colbert</i>	DATE CONSIDERED <i>6-23-05</i>
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PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
DEM1P004SERIAL NO.  
09/741,957LIST OF DOCUMENTS CITED BY APPLICANT  
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## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION
					YES NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AL	CA	"PCT International Search Report", Application Number PCT/US02/14977, mailed May 5, 2003.
AL	CB	DYER, ROBERT F. et al., "Case Studies in Marketing Decisions Using Expert Choice," Decision Support Software, 1988, Pages 2-7, 73-108.

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	APPLICANT Delurgio et al.	
	FILING DATE 12/20/00	GROUP Unknown

LIST OF DOCUMENTS CITED BY APPLICANT  
TO COMPLY WITH 37 C.F.R. 1.56

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QC	AA	6,094,641	07/25/00	Ouimet et al.	705	10	
QC	AB	6,078,893	06/20/00	Ouimet et al.	705	10	
QC	AC	5,987,425	11/16/99	Hartman et al.	705	20	
QC	AD	5,878,400	03/02/99	Carter, III	705	20	
QC	AE	5,873,069	02/16/99	Reuhl et al.	705	20	
QC	AF	5,822,736	10/13/98	Hartman et al.	705	1	
QC	AG	5,377,095	12/27/94	Maeda et al.	364	401	
QC	AH	5,117,354	05/26/92	Long et al.	364	401	

## FOREIGN PATENT DOCUMENTS

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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

QC	AI		"Report of Novelty Search" by Patentec, dated Feb, 9, 2001

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	APPLICANT Delurgio et al.	
	FILING DATE 12/20/00	GROUP Unknown

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AC	AJ	6,032,125	02/29/00	Ando	705	10	
AC	AK	6,009,407	12/28/99	Garg	705	10	
AC	AL	5,712,985	01/27/98	Lee et al.	395	207	
AC	AM	6,125,355	09/26/00	Bekaert et al.	705	36	
AC	AN	6,032,123	02/29/00	Jameson	705	8	
AC	AO	6,029,139	02/22/00	Cunningham et al.	705	10	
AC	AP	5,918,209	06/29/99	Campbell et al.	705	5	
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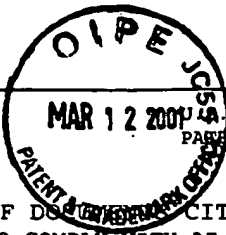
## FOREIGN PATENT DOCUMENTS

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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER <i>E. Colbert</i>	DATE CONSIDERED 6-23-05
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	APPLICANT Delurgio et al.	
	FILING DATE 12/20/00	GROUP Unknown

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<i>gc</i>	AR	5,063,506	11/05/91	Brockwell et al.	364	402	

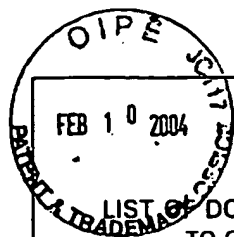
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## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)


EXAMINER <i>F. Albert</i>	DATE CONSIDERED <i>6-23-05</i>
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ATTY. DOCKET NO.  
DEM1P004

SERIAL NO.  
09/741,957

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TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

DELURGIO

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12/20/00

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PC	6,456,986	09/24/2002	Boardman et al.			
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### FOREIGN PATENT DOCUMENTS

	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
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PC	CA	"PCT International Search Report", Application Number PCT/US03/30488, mailed January 28, 2004.

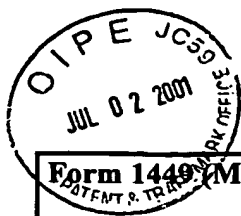
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*E. Colbert*

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<b>Form 1449 (Modified)</b>  <b>Information Disclosure Statement By Applicant</b>  (Use Several Sheets if Necessary)	Atty Docket No.	Application No.:
	DEM1P004	09/741,957
	Applicant:	
	DELURGIO et al.	
	Filing Date	Group
	12/20/00	2161

### U.S. Patent Documents

Examiner Initial	No.	Patent No.	Date	Patentee	Class	Sub-class	Filing Date
	A						
	B						
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### Foreign Patent or Published Foreign Patent Application

Examiner Initial	No.	Document No.	Publication Date	Country or Patent Office	Class	Sub-class	Translation	
							Yes	No
	J							
	K							
	L							
	M							
	N							

### Other Documents

Examiner Initial	No.	Author, Title, Date, Place (e.g. Journal) of Publication
<i>SC</i>	O	Stephen J. Hoch et al., "Store Brands and Category Management", The Wharton School, University of Pennsylvania, March 1998, pp. 1-38
<i>SC</i>	P	Bruce G.S. Hardie et al., "Attribute-based Market Share Models: Methodological Development and Managerial Applications", The Wharton School, University of Pennsylvania, Working Paper 98-009, pp. 1-48
<i>SC</i>	Q	Alan Mercer, "Non-linear Price Effects", Journal of the Market Research Society, dated 7/1/96, p. 227
	R	Rockney G. Walters, "Assessing the Impact of Retail Price Promotions on Product Substitution, Complementary Purchase, and Interstore Sales Displacement", Journal of Marketing, Vol. 55, April 1991, pp. 17-28
	S	Robert C. Blattberg et al., "How Promotions Work", Marketing Science, Vol. 14, No. 3, Part 2 of 2, 1995, pp. G122-G132
	T	Peter M. Guadagni et al., "A Logit Model of Brand Choice Calibrated on Scanner Data", Marketing Science, Vol. 2, No. 3, Summer 1983, pp. 203-238
<i>SC</i>	U	Lee G. Cooper et al., "Standardizing Variables in Multiplicative Choice Models", Journal of Consumer Research, Vol. 10, June 1983, pp. 96-108

*G. Colwell*

*6-23-05*

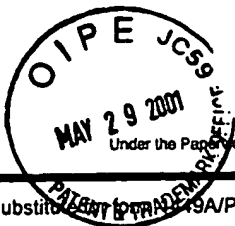


JC	V	Eileen Bridges et al., "A High-Tech Product Market Share Model with Customer Expectations" Marketing Science, Vol. 14, No. 1, Winter 1995, pp. 61-81
JC	W	Richard R. Batsell, et al., "A New Class of Market Share Models", Marketing Science, Vol. 4, No. 3, Summer 1985, pp. 177-198
1	X	Jagmohan S. Raju, "The Effect of Price Promotions on Variability in Product Category Sales", Marketing Science, Vol. 11, No. 3, Summer 1992, pp. 207-220
	Y	Robert J. Dolan, "How Do You Know When the Price Is Right?", Harvard Business Review, September-October 1995, pp. 5-11
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	FF	Byung-Do Kim et al., "Modeling the Distribution of Price Sensitivity and Implications for Optimal Retail Pricing", Journal of Business & Economic Statistics, July 1995, Vol. 13, No. 3
	GG	William R. Dillon et al., "A Segment-level Model of Category Volume and Brand Choice", Marketing Science, Vol. 15, No. 1, 1996, pp. 38-59
	HH	Stephen J. Hoch et al., "Determinants of Store-Level Price Elasticity", Journal of Marketing Research, Vol. XXXII (February 1995), pp. 17-29
JC	II	Magid M. Abraham et al., "An Implemented System for Improving Promotion Productivity Using Store Scanner Data", Marketing Science, Vol. 12, No. 3, Summer 1993
JC	JJ	Peter S. Fader et al., "Modeling Consumer Choice among SKUs", Journal of Marketing Research, Vol. XXXIII (November 1996), pp. 442-452
Examiner	Date Considered	

Examiner: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Complete if Known</b>	
		Application Number	09741957
		Filing Date	12/20/001
		First Named Inventor	PHIL DELURGIO
		Group Art Unit	
		Examiner Name	
Sheet <b>1</b>	of <b>1</b>	Attorney Docket Number	DEM1P004

OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
AC	BA	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA," <i>HARVARD BUSINESS REVIEW</i> , REPRINT F00205	
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," <i>JOURNAL OF MARKETING RESEARCH</i> , MAY 1992, PP. 201-215, VOL. XXIX	
	BC	SMITH, MATHUR, & KOHN; "BAYESIAN SEMIPARAMETRIC REGRESSION: AN EXPOSITION AND APPLICATION TO PRINT ADVERTISING," JANUARY 3, 1997; AUSTRALIAN GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF NEW SOUTH WALES, SYDNEY 2052, AUSTRALIA	
	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY," <i>HARVARD BUSINESS REVIEW</i> , JULY-AUGUST 1996, PP. 136-144	
	BE	CHRISTEN, GUPTA, PORTER, STAELEN, & WITTINK; "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES," DECEMBER 22, 1995	
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," <i>JOURNAL OF ADVERTISING RESEARCH</i> , SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF	
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	BH	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," <i>HARVARD BUSINESS REVIEW</i> , SEPTEMBER-OCTOBER 1999, PP. 145-152	
	BI	BUZZELL, QUELCH, & SALMON; "THE COSTLY BARGAIN OF TRADE PROMOTION," <i>HARVARD BUSINESS REVIEW</i> , REPRINT 90201, MARCH-APRIL 1990, PP. 1-9	
	AC	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN; "BVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES," <i>JOURNAL OF FORECASTING</i> , VOL. 14, ISS NO. 3 (1995), PP. 181-199

Examiner Signature	<i>J. Robert</i>	Date Considered	6-23-05
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<sup>1</sup>Unique citation designation number. <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

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